



اَوْنَبَوْرَسِيْتِي تِي كَوْلُو كِي مَارَا  
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PRINCIPLES OF ENTREPRENEURSHIP

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CASE STUDY

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## **EXECUTIVE SUMMARY**

This report is all about one of company that register under Small Medium Enterprise (SME). The existence of this Small and Medium Enterprise has provided and opened a very wide range of jobs especially to low income rural populations. This is because there are many business opportunities in various sectors that can be explored in SME. The Jebat Catering is one of company that been register under SME that help them to operate their business. The important component of the Jebat Catering is how they start their business from nothing until they now have their own catering. The owner learning from the bottom how to conduct a business and he experience a lot of things. The management team in this company is being handle by the owner himself.

## **INTRODUCTION**

In this era of globalization, some economies in developed countries have succeeded because of the Small and Medium Enterprise (SME) undertaken in the country. Most Small and Medium Enterprise are a major part of the country's economy contributor In the services sector, most SMEs are in the distribution trade sub-sector namely wholesale & retail trade services, including motor vehicle and motorcycle repairs, followed by food and beverage services as well as transport & storage services.

The nature of Jebat Catering Company is a business in food industry. They are involved in preparing and also selling the food. The real purpose of the business is to doing business to gain some profit while at the same time they want to give charity especially toward the student. This is because the owner said that they want both benefit from world and also hereafter.